

SUNNY DAYS

ARTESIAN WATER

EARLY MARKETS

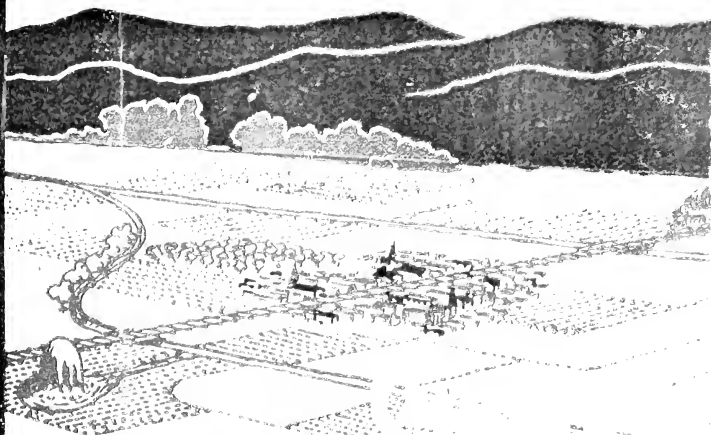
ALLUVIAL SOIL

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MECCA





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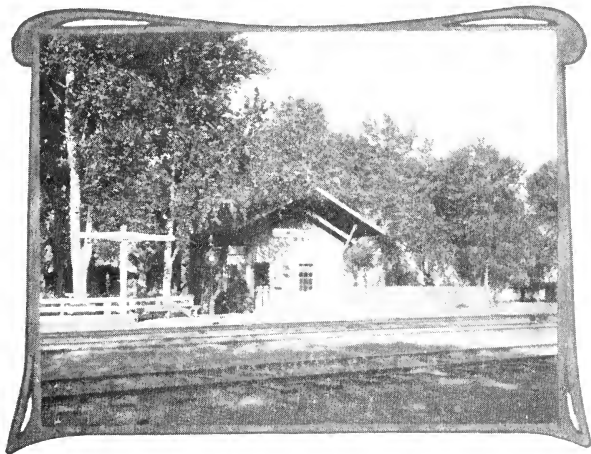
Book 121

ISSUED BY THE

Mecca Promotion Committee

OF

MECCA, CAL.



OFFICERS:

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C. R. HARRIS,	-		Vice-President
H. J. ROGERS,			Secretary-Treasurer

* * * * "None other than this long brown land
lays such a hold on the affections. The rainbow hills,
the tender bluish mists, the luminous radiance of the
spring, have lotus charm. They trick the sense of time,
so that once inhabiting there you always mean to go
away without quite realizing that you have not done it.
* * * * For one thing there is the divinest, cleanest
air to be breathed anywhere in God's world. Some
day the world will understand that, and the little oasis
* * * will harbor for healing its ailing, house-
weary broods."

—*"A Land of Little Rain" by Mary Austin.*

“Gardens Beneath which Rivers Flow”

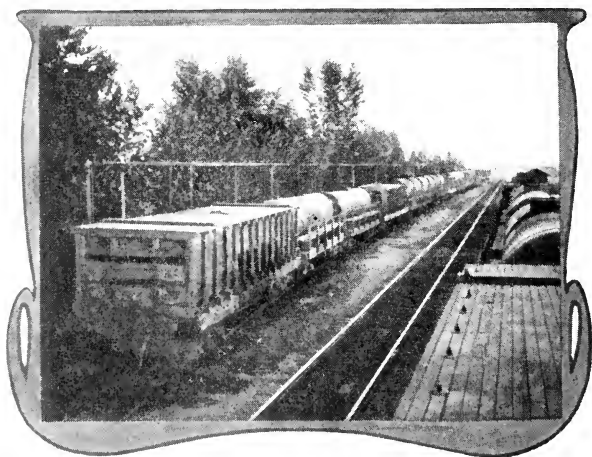
Mecca of California, is in Riverside County, on the main line of the Southern Pacific Railroad, 144 miles east of Los Angeles, and 106 miles west of Yuma.

For more than half a hundred years, Mecca was known as Walters. Before the war and even before the times of '49, it was important as the oasis in the Colorado Desert on the trail followed by the Spanish fathers and other pioneers who travelled coastward from Mexico and Arizona. It was important then as the one place where abundant water was to be had from shallow wells. Before the construction of the Southern Pacific Railroad, it was one of the overland stage stations, and the original adobe building erected for the accommodation of the forty-niners still stands.



Old Adobe Stage Station at Mecca

Thousands who have journeyed westward in recent years will remember Mecca as the first station after leaving Yuma, where the verdure of the fine group of old cottonwoods and pails gave rest to the eye. These were grown by using the surplus water pumped from the shallow wells which were dug by the Railroad Company, and for many miles these trees can be seen across the wide stretch of arid plain, which on the government maps is described as the Coahuilla Valley, now more frequently referred to as the Coachella Valley, and being the North-western corner of the great Salton Sink.



Railroad Water Train Being Loaded at Mecca

For years it has been a shipping point of importance for mining supplies, being the nearest railroad station to the Virginia Dale, Iron Chief, Cottonwood and other mining districts. Otherwise, it received small consideration in the minds of those who passed it, except railroad

officials and employees. The discovery of artesian water here by the railroad company resulted in Mecca becoming a great water station on the rim of the Colorado Desert, and all trains stop here. Besides, a system of pipe-lines and side tracks capable of filling twenty railroad water cars at a time, was put in, and water trains are regularly run East to supply all the railroad trains and the people of the desert living between Mecca and Yuma.

The introduction of the hydraulic well-boring system, which greatly reduced the cost of boring deep wells, led to the rush for government claims, and all government land which lies within the artesian belt has been entered upon, but in the majority of cases by speculators, or those who have not the means to put down the wells and make the preliminary improvements necessary before cultivation can begin. However, there are now within six miles of Mecca several hundreds of acres cultivated to alfalfa, barley, early vegetables, cantaloupes, water-melons, asparagus, grapes, figs, dates and other fruits and vegetables. These lands are all watered from the finest artesian wells in the State of California. They flow constantly from ten to sixty miners' inches and under pressure which in some instances exceeds thirty pounds to the square inch. These wells and cultivated areas are scattered over a stretch of country comprising from forty to fifty thousand acres, and are as yet but mere dots in the great expanse of original sage brush and desert-like country. Not all of this land is good, but there are well defined mesas, where the quality of soil and abundance of water gives **ASSURANCE OF GREATER PROFIT IN THE CULTIVATION OF THE SOIL** than is offered in any other section of the United States. Herein is an analysis of the soil taken from the tract of land granted to the United States Department of Agriculture for experiment station purposes by the Mecca Land Company, and also analysis of wells in that vicinity which shows absence of saline properties in a remarkable degree. The Southern Pacific Railroad analysis of all the

water used in their locomotives between New Orleans and Portland, proves their well at Mecca to have the best and purest water on the entire system.

On about 360 days out of the year this valley is flooded with sunshine, and the spring season is evidenced in February by the cottonwoods and other deciduous trees coming into leaf. **AS A CONSEQUENCE ALL VEGETABLES, FRUITS AND OTHER PRODUCTS OF THE SOIL MATURE FROM SIX TO EIGHT WEEKS EARLIER THAN IN ANY OTHER SECTION OF THE UNITED STATES.**

As will be readily seen, this is of prime importance to the grower, as the early products command high, and often, fancy prices. Los Angeles and San Francisco are large buyers of this class of produce, and also Colorado points Chicago and other Eastern cities.

SOILS. Through the lowest part of the valley the soil is a heavy loam, and in places carries considerable salt. Such land will require careful treatment and irrigation. Fortunately, these lands, which lie south of the railroad



Mesa Land near Mecca

at Mecca, have good drainage, and the wells already developed, flow generous quantities of pure water. These lands can be washed and handled to good advantage for the cultivation of the more resistant crops.

CONTENTS OF

Soil From The Date Garden

Near Mecca, California

ANALYSIS BY R. H. LOUGHRIDGE

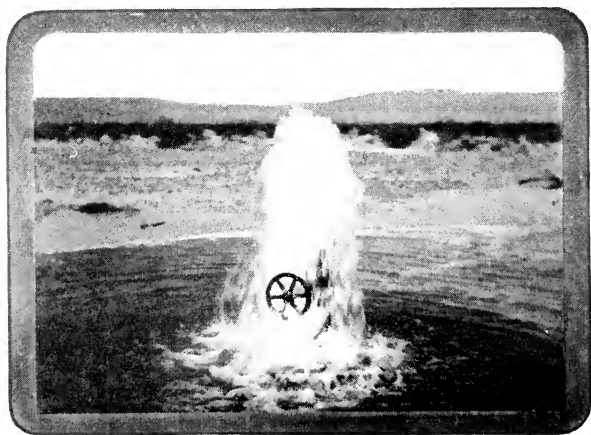
APRIL 2, 1904

PERCENTAGE OF SALTS					POUNDS PER ACRE			
	Sulfate	Car- bonates	Chlo- rids	Total	Sul- phates	Car- bonates	Chlo- rids	Total
1st ft.	.007	.007014	280	280	0560
2d ft.	.007	.003010	280	120	0400
3d ft.	.036036	1440	1440
4th ft.	.016	.005	.009	.030	640	200	360	1200
5th ft.	.025	.007032	1000	280	1280
6th ft.	.044	.007	.005	.056	1760	280	200	2240
Total,	.023	.004	.002	.029	5400	1160	560	7120

At Mecca there is sufficient fall to all of the land to insure good drainage towards the Salton Basin.

East and West of Mecca, and parallel with the Railroad on the Northerly side, lies an incomparable stretch of mesa land, of sandy loam, free from salt, and proven by numerous wells to have an abundant supply of water. These higher lands are admirably adapted for the cultivation of all kinds of cereals, fruits, vegetables and alfalfa.

The mesa land is covered with desert sage-brush and occasionally a few mesquite trees. In the lower land the arrow-weed and mesquite cover the country. The



Artesian Well on C. B. Smith's Place

sage-brush on the higher land is very brittle and the land can be cleared and prepared for irrigation at very little expense, and is soon ready for water and crops. On the lower land the growth of mesquite is cleared by Indians

for the fire wood obtained, and they will clear land of arrow-weed at a cost of about two dollars per acre.

This sage-brush and mesquite is a great harbor for quail and doves and no better shooting can be had in California than in this vicinity.

WATER SUPPLY. The artesian belt extends from above Indio to Mortmere, a distance of about twenty miles and is from four to six miles wide. The artesian water bearing strata at Mecca is encountered at a depth of from 450 to 550 feet, and wells of four and a half inch diameter (inside) can be bored and cased complete at a cost of \$1.00 per foot. At Indio, which is twenty-two feet below sea level, the artesian wells barely flow. Mecca is 197 feet below, and at this lower level, the wells flow from 10 to 60 miners inches, and under strong pressure. **EACH FARM HAS ITS OWN WATER SYSTEM** in this neighborhood, and every owner of such a supply is



Stack of Alfalfa Hay cut from 10 acres, Eight Months
After Planting

March 28, 1904

ANALYSIS OF WATERS

FROM

Flowing Wells Near Mecca, Riverside County, California

SAMPLES FURNISHED BY A. V. STUBENRAUCH,
BERKELEY, CALIFORNIA

GRAINS PER GALLON

	Well at Date Garden	R. R. Co's Well Mecca	Well on Sec. 22	School- house Well at Mecca
Potassium Sulfate, very small, and Sodium Sulfate (Glauber's salt), etc.....	} 2.37	3.70	3.98	4.05
Sodium Chlorid (common salt)	1.35	.68	.51	.51
Sodium Carbonate (sal soda)	1.23	.86	3.09	1.85
Calcium and Magnesia Carbonates, etc., small, Calcium Sulfate (gypsum) small, Silica chiefly.....	} 4.08	3.49	3.49	2.33
ORGANIC MATTER (A TRACE IN ALL) and chem. combined water.....	} .58	.87	.58	1.45
Total.....	9.61	9.60	11.65	10.19

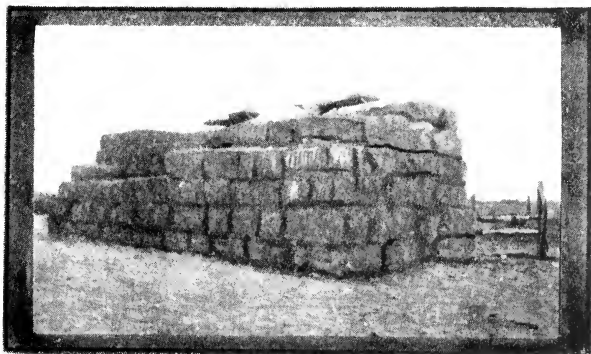
These results show that all these waters are excellent for domestic and irrigation purposes.

(Signed:) G. E. COLBY.

safe from annoyance by water company superintendents, ditch tenders, assessments, litigation, and vexation of spirit. Surface water is to be had at from four feet to eighteen or twenty feet. Water bearing strata of sand were encountered in the railroad well at Mecca at forty-nine feet, and ninety feet, but water at these levels would have to be pumped. This well is 481 feet deep and has continued to flow over 8,000 gallons per hour since August, 1896, when it was drilled.

CROPS. **BARLEY** is the first crop generally sown; frequently from three to four tons of hay to the acre are produced. Seed should be sown in September, October, or November, and the earlier the better.

ALFALFA is the most staple and profitable crop grown in the Western States and here, in the Coachella



Baled Alfalfa Hay Ready for Market at Mecca

Valley, it is at its best. From eight to ten crops are cut every year. The season extends from March to the end of December. These fields are producing from ten to fifteen tons per acre in the first year after planting. This land can be cleared of brush, and

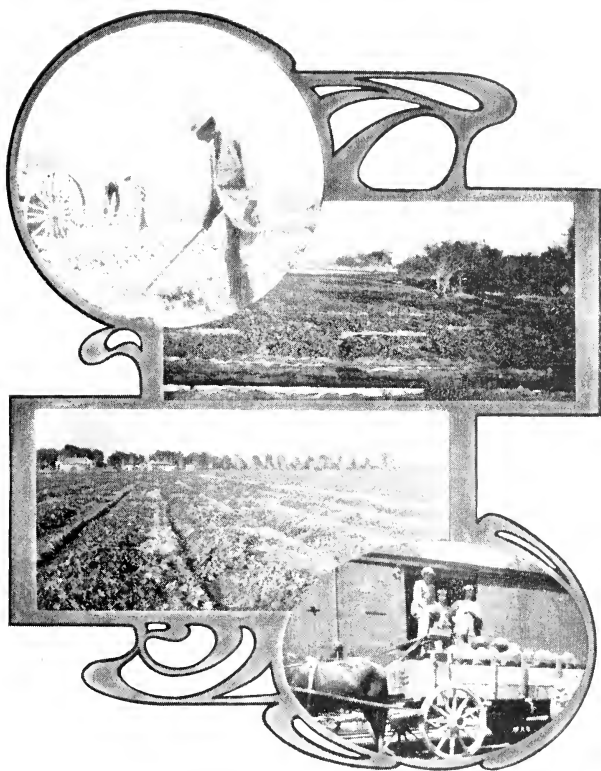
made ready for alfalfa seeding usually at a cost of from \$5.00 to \$7.00 per acre, some being more easily leveled than others. It is all of a nature to permit of easy plowing and leveling.

CORN of all kinds matures here, and Kaffir and Egyptian corn are staple crops. Indian corn is sown in early winter and produces fine roasting ears for the June market, but it is at its best when sown in August or September when mature corn is desired.

MELONS. No culture so far has proven more satisfactory and profitable in the Coachella Valley than the growing of melons for the early market. They prove attractive because they will mature on virgin soil, and the new settler is always looking for a quick return. Land which has been cleared in January, ploughed in February, and seeded in March, has returned from \$100 to \$200 per acre in June and July. This season (1904) the first shipment of melons went forward on May 20th. On the townsite of Mecca, an acre and one-eighth of melons, last year which received particular care, produced \$636.42 worth of melons after payment for seed planted, crates and wrappers. A patch of five acres this year, near Mecca, produced over 220 crates of melons to the acre, and will net the grower over \$225 per acre.

On Mr. Todd's patch of 11 acres, according to the Riverside Press of July 26th, there was raised over 2,600 crates of cantaloupes. The earliest of these sold at Chicago for 50 cents apiece or \$24.00 per crate. Besides he has over 100 head of hogs which are being fattened on alfalfa and cull melons.

Last year 240 acres were planted to cantaloupes in the entire Coachella Valley, and the average net return to the growers was \$140.94 per acre. This, of course, means that many of the best patches will net from \$200 to \$300 per acre. Over 800 acres were planted this season. A better average yield is expected, as more of the land has been under cultivation for one or two seasons.



Views Taken at Mecca During the Melon Season of 1904

ASPARAGUS. A great danger threatens the asparagus industry in the United States, from the plant disease known as "Asparagus Rust." The leading growers, canners and handlers of asparagus guaranteed the University of California the sum of \$2,500, for the purpose of carrying on an investigation. This work is not completed, but on January 4, 1904, the University of California issued Circular No. 9, "Report on Asparagus Rust Investigation," and on page 7 of the report is the following assurance that this valley has a great future before it for this vegetable:

"In this State it is well-known that great differences occur as to summer dews, from regions where they are frequent and heavy, to those where there is absolutely none, a condition not even approximated in the East. In observing asparagus rust about the State the fact has been positively established, that **THE AMOUNT OF RUST VARIES DIRECTLY AND EXACTLY WITH THE AMOUNT OF DEW, AND THAT SO LONG AS THERE IS LITTLE OR NO DEW, THERE CAN BE NO RUST.** As applied to those regions where practically no dew whatever occurs in summer, this means that asparagus can be grown there with no danger of the disease. In the dry country about Fresno, for instance, several small



Seven-acre Asparagus Bed near Mecca

patches of asparagus are growing, free from rust, while in a river bottom near by, where moisture is plenty, the disease is at its worst. The freedom from rust occurs IN SMALL ASPARAGUS FIELDS IN THE COACHELLA VALLEY near Indio, while at Riverside and all over Southwestern California rust abounds.”

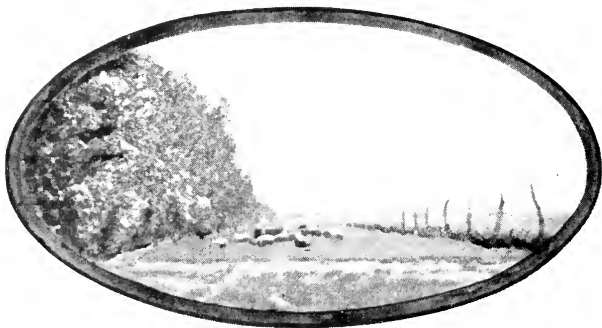
There are now two patches of asparagus near Mecca, one of nearly twenty acres, and the other of six acres. Seed beds are established from which a number of acres will be planted next year. From the returns already received on the old beds of the valley, it has been demonstrated without question that this crop will return not less than \$200 per acre after the plants are three years old, and no doubt this figure will be raised as the beds grow older.

SWEET POTATOES. Sweet potatoes are ready for shipment early in July and have brought as high as thirty cents per pound when first marketed. They can be left in the ground till wanted as they keep perfectly after irrigation ceases, there being no dampness in either the soil or atmosphere. Hence they are always held for good prices which are certain to come sometime in the year.

The sweet potatoes grown in the Coachella Valley are of fine texture, very dry and mealy, have bright, clean skins and an unusual keeping quality.

DAIRY PRODUCTS. So far there has been a good market for nearly all the alfalfa raised in this valley on account of the new settlers continually coming in to take up and improve new lands, but eventually there is going to be a very large acreage of alfalfa in the valley which will be devoted to dairying. Within a year or two, many of the farmers will have herds of dairy cattle on their farms. They will be assured of an abundance of fresh, green alfalfa pasture every month in the year. No such condition prevails elsewhere except in this portion of the state of California.

LIVE STOCK. The possibilities of this Valley are found in the fine alfalfa fields and the condition of the stock in them. So far, there has been more attention paid to hogs than to any other of the domestic animals, and one must see the fields filled with sleek, plump porkers to know what is being done. With abundance of alfalfa and Indian or Kaffir corn, it is **EASY** to make the best pork in the world, and make it cheap.



Hogs and Alfalfa

VEGETABLES. A few of the farmers in the valley who have had some experience in truck gardening have received exceptional returns for many varieties of early vegetables. In April of this year, string beans, tomatoes, new potatoes, and summer squash were being shipped from the Coachella Valley, and cucumbers were in full bloom.

Crops of string beans, sweet corn, new peas, tomatoes and other vegetables are planted late in the summer for the Christmas market. In no other section of the United States is there such a field for market gardeners and farmers who understand the cultivation of vegetables, for the reason, that the crops mature at times when the market belongs exclusively to the people of this section.

Here the season is from **SIX TO EIGHT WEEKS EARLIER THAN IN ANY OTHER SECTION OF CALIFORNIA**, and when we refer to early markets, we have in mind the state of California as well as all the western and eastern states.



Calves Grown on Alfalfa near Mecca

A MELON GROWER'S RECORD. Another record breaker is Mr. Thomas, who rented seven acres of ground from the Coachella Land & Water Co. on January 1st, 1904. He planted five acres to cantaloupes, and two acres to watermelons. He shipped his melons through the Coachella Producers' Association and received checks to the amount of \$1,103.34, after all expenses had been paid. He also shipped a few melons direct for which he received \$36.75 net, making a total receipt of \$1,140.09. He paid rent at the rate of \$20.00 per acre, spent \$150.00 for labor in the field, \$30.00 for hauling watermelons, and \$18.00 for plowing and cultivating so that he received \$802.09 net as remuneration for his labor during the five months consumed in handling

the melon crop. This, with the exception of hauling the watermelons, and first plowing and cultivating, was done with one horse. After his melons were all harvested, Mr. Thomas sub-leased that seven acres and gets one-fourth of the crop to be taken off that same ground this same year. It has been all planted to corn, potatoes, tomatoes, cabbage, etc. As was recently said in "The Submarine:" "The mainstay of the Coachella Valley is the one horse farmer, men who know what intensive cultivation is, men who know that a small acreage well tilled will produce



Flock of Turkeys on a Coachella Valley Farm

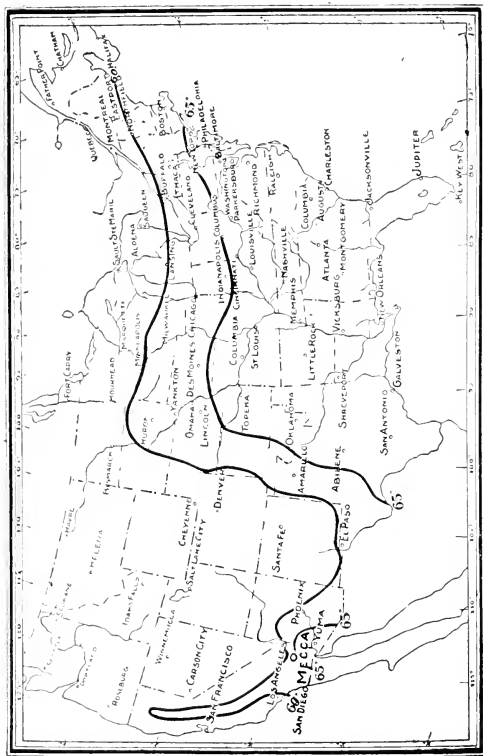
more in crops and put more money in their pockets, than thrice the acres skimmed over."

POULTRY. The success attained by those who have taken up the poultry industry sounds like a story from a mining camp. In the summer months hens are rather dormant, moulting early, and finding plenty of feed in the alfalfa patches. Early in the fall they commence laying, and

THROUGH THE SUNNY WINTER DAYS THEY DO THEIR BEST, when eggs are at the highest prices. Turkeys, ducks, and geese are also profitable in this section, and **BECAUSE OF THE DRY CLIMATE ARE EASILY RAISED**. One farmer's wife in the Valley "turned off" last winter over \$1,300 worth of turkeys, and this year she will have over eight hundred turkeys to sell which will bring a return of over \$2,000.

CLIMATE. From September to June the climate is beyond compare. During the summer months the temperature registers high—as high as from 95 to 110 degrees F. and occasionally a few degrees higher, but the dryness of the atmosphere renders this heat more bearable, and it is more comfortable, than the sultry summer days experienced in the middle west or on the Atlantic seaboard.

As was shown in the pamphlet issued by the United States Department of Agriculture Weather Bureau in 1896, when the reading of the wet bulb thermometer, more popularly known as the "Sensible" temperature is considered "the temperature felt by animal life may be many degrees below the air temperature" and "the difference between the two temperatures depends upon the relative humidity in the air—the dryer the air, the lower the sensible temperature when compared with the air temperature; the damper the air, the higher the sensible temperature." From the Bulletin referred to we quote further: "In the semi-arid regions of the west the sensible temperature during the summer months often is 20 to 30 degrees less than the air temperature, which condition is due to the extreme dryness of the atmosphere. In the more humid regions of the Eastern part of the country such extreme difference cannot occur. * * * While a higher summer temperature is characteristic of the Southwest it is a fact long known to residents of that section, and somewhat imperfectly realized in other portions of the country, that the sensation of heat as experienced by animal life is not accurately measured by the ordinary thermometer. The sensation of temperature which we usually refer to the condition of the atmosphere depends



not only on the temperature of the air, but also on its dryness the velocity of the wind and other circumstances. The human organism when perspiring freely evaporates the moisture of its surface and thus lowers its temperature."

And it is a fact demonstrated by the government reports that the wet bulb thermometer will show a lower average temperature during the summer months at Mecca than at Chicago. **SUNSTROKE AND HEAT PROSTRATION ARE UNKNOWN HERE.**

Like all other arid regions there is more or less wind in the spring months, and at times there is fine dust in the atmosphere due to the lack of cultivation, which is disagreeable, but it must be considered that there are no rain storms, blizzards, hurricanes, hail or other destructive storms in this section of the country, and even when the wind does blow, it has no great velocity, as the flimsiest shacks and brush shelters withstand its force. As time goes on all this will be changed by cultivation of the soil, planting of alfalfa fields, orchards, and wind breaks.

The Most Low Down Paper on Earth
"The Submarine"

Published 76 feet below sea level, weekly, at Coachella, Riverside County, California.

Prospective home seekers who are interested in the valley will do well to subscribe for this paper which gives you the news of Mecca, Thermal, Coachella, and Indio every week.

Sample copies on request.

Address *Randolph R. Freeman.*
Publisher of "The Submarine," Coachella, Cal.



Young Fig Orchard at Mecca

FRUITS. The future of the various fruit industries in this valley can at the present time be only suggested. A few orange trees were set out by Mr. Evans of Riverside on his ranch near Mecca in 1903, and they have made such good growth, he contemplates planting out five or ten acres this fall. Oranges will ripen here very early in the season, probably as early if not earlier than in Florida or other early sections.

FIGS. A few fig trees have been planted at various points of the valley and have brought good returns. Mr. Allen Hosking sent five crates to San Francisco in May of this year. They brought \$14.50 or \$12.50 net. Crates and figs together weighed but 28 pounds. Every crate contained four dozen figs.

GRAPES. Thompson seedless grapes ripen by June 1st, soon followed by Muscats, Malagas, Hamburgs, Emperors, and other varieties. A few thousand pounds were shipped this year and netted the growers from five to eight cents per pound, and invariably, except for the Thompson seedless, there was a demand for "all you can send—a car load per day" from the fruit agents to whom they were consigned.

RAISINS. The Valley has a great future before it as a raisin producing country. Thompson Seedless and Muscat vines bear enormous crops, but so far the demand for fresh ripe grapes has left few to be cured for raisins. A few have been saved for home use and in no part of the State can be grown and cured better raisins. The absence of rain assures the crop without expense of artificial drying, and after picking, the trays are stacked and left so until the grape is perfectly cured.



One-year old Vineyard

DATES. The United States now imports dates to the value of about \$600,000 per annum, and this amount is exceeded only by the importation of two other dried fruits, namely: Zante Currants and Smyrna Figs. Smyrna Figs are now being produced in California in other sections, and will undoubtedly become a leading product of this valley. * * * The possibilities of the culture of the date has been given great attention by the United States Department of Agriculture, and on April 28, 1904, a very complete bulletin, written by Walter T. Swingle, on this culture, was issued by the department. Extracts from this bulletin are given below, and **IT BEING AN OFFICIAL DOCUMENT, WE BELIEVE IT WILL BRING TO THE MINDS OF ALL READERS ASSURANCE OF THE FUTURE OF THIS INDUSTRY, WHICH IS PROBABLY THE LAST GREAT DEVELOPMENT TO TAKE PLACE IN THE GROWING OF FRUIT IN THIS COUNTRY.** The profits will always be enormous, but for those who embark in it now, there will be fortunes within the next ten years.

“Doubtless within a decade date culture will be much extended in Arizona, and it probably will become the most important fruit industry in the Salton Basin in California.” Page 13.

“The date palm, as its name indicates, belongs to a great family of palms, and like most other members of this family, has a trunk which remains of the same diameter, no matter how old it may be, there being no secondary increase in diameter with increasing age such as occurs in ordinary fruit and forest trees.” Page 14 and 15.

“Now that considerable areas in the Salton Basin have been put under irrigation, there is at last open to our enterprising fruit growers a region **SUPERIOR** to most parts of the Sahara for date culture, in which even the latest and best sorts will ripen perfectly.” Page 33.

“The fruits undergo no special preparation for the market, but are simply sorted and packed carefully in boxes suitable for the retail trade. * * * They contain from two-thirds of a pound to eleven pounds, and are



Egyptian Date Tree sent to this Valley 14 years ago by the Department of Agriculture. Pollinated this year for the first time by Bernard G. Johnson and will produce nearly 200 pounds of choice dates.

especially in demand in Europe for the Christmas markets. The smaller boxes usually reach the larger markets of this country in January and sell at from thirty to forty cents each retail, or at the rate of forty-five to sixty cents a pound for the dates. The writer was assured by some of the largest producers in Algeria, that the supply did not equal the European demand, and that large American orders were refused, while, on the other hand, at one of the largest wholesale and retail groceries at San Francisco it was said that any quantity could be sold at thirty-five cents a box (fifty cents a pound), if they could be secured before the holidays. At the same time, selected

Smyrna Figs were selling in one pound boxes for thirty cents. It is clear that this date has little in common with the sorts which reach our markets in bulk from Bassorah, at the head of the Persian Gulf, and from Maskat, Arabia. If these Deglet Noor dates could be sold for half what they now bring (which would still be about five to ten times the wholesale selling price of this sort in the Sahara), the consumption could be enormously increased in this country, as they would not compete with the common dates, but would be used as a choice dessert fruit and for confectionery." Pages 34 and 35.

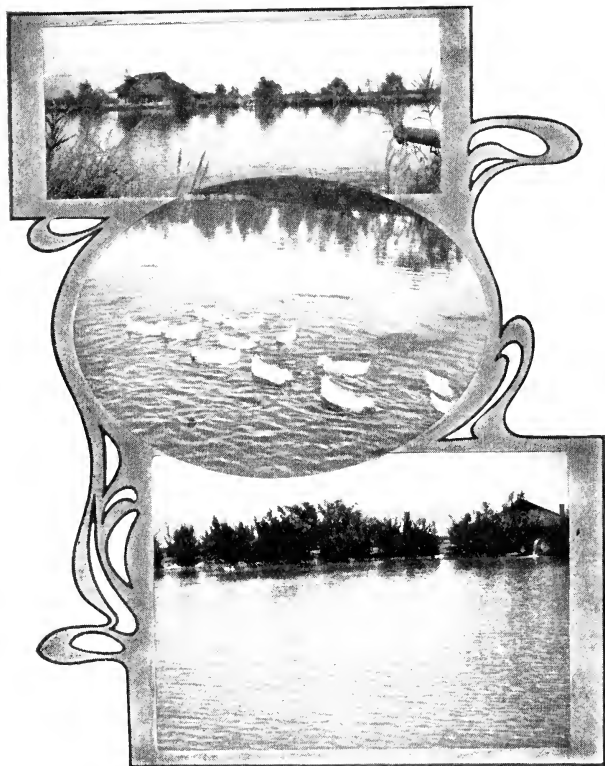
"It sometimes happens that vegetables are grown under the fruit trees, in which case it is possible to see three crops occupying the soil—first, the date-palm, towering far above; then the fruit trees, and under them the more delicate and shade-loving garden vegetables." Page 44.

"It is clear * * * * that there is less danger from rain to date flowers or to the ripening of fruits in the Arizona deserts or in the Salton Basin in California than at Biskra in the Algerian Sahara, where date culture is an established and profitable industry. Indeed, the conditions in the Salton Basin are most exceptionally favorable in this regard and are much better than at Ayata in the Sahara, where the Deglet Noor date is grown to perfection for export." Pages 57 and 58.

"THERE CAN THEN BE NO DOUBT THAT THE DEGLET NOOR DATE WILL RIPEN FULLY IN THE SALTON BASIN, EVEN WHEN THE SEASON IS EXCEPTIONALLY COOL. The importance of this demonstration can scarcely be over estimated, since it renders it possible to establish in America the culture of this choice date, the most expensive of dried fruits, with certainty of success." Page 67.

"There can be NO QUESTION that the Deglect Noor and other choice date sorts will mature here and in other parts of the Salton Basin." Page 69.

(a.) "Very recently, (March, 1904) since this bulletin was sent to the printing office, the Department of Agricul-



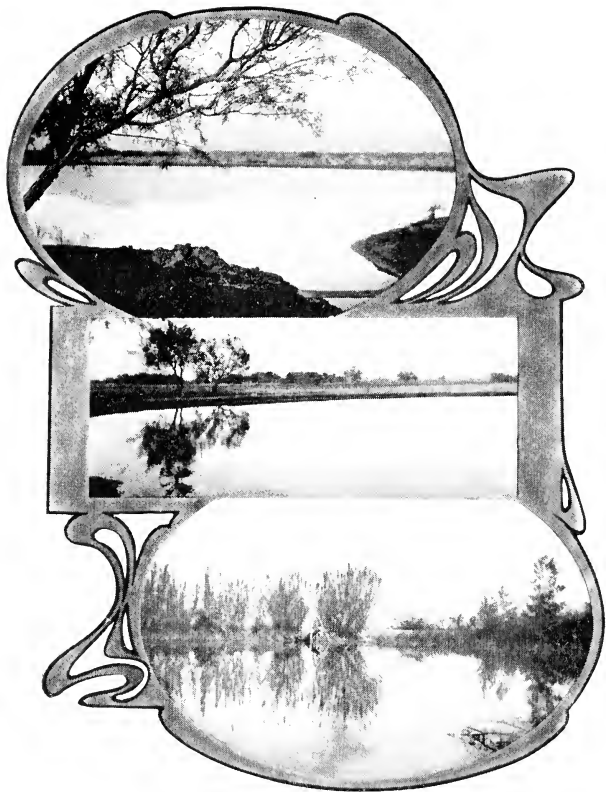
Reservoir Scenes at Mecca

ture has established, in co-operation with the California Experiment Station, an experimental date garden in the Salton Basin at MECCA, California. (Mecca was called Walters until January, 1904, and is shown on all old maps and on fig. 10, p. 102.) At the same time a large number of offshoots of the best sorts of date-palms (including many of the Deglet Noor variety) were ordered from the principal centers of date culture in the Algerian Sahara." Page 110.

"In the northern part of the Salton Basin around Indio and Mecca, California, **THERE ARE FLOWING ARTESIAN WELLS**; in this and in many other respects the conditions of the Oued Rirh region in the Sahara are almost exactly reproduced. It is probable that date culture will prove even more profitable here than in the Oued Rirh country, * * * * " Page 111.

"Asparagus is found to do very well in the salty soils of the Oued Rirh country, and it may prove a profitable minor culture. * * * * Carobs can stand the heat and dry air of the desert very well, yielding fruit valuable for horse and cattle food in place of grain, and are at the same time very ornamental evergreen shade trees, suitable for street planting." Page 115.

"It is clear, from what has preceeded in this bulletin, that the Salton Basin * * * * is not only the most promising region in the United States, or in North America, for the culture of the best sort of dates, but that it is **ACTUALLY BETTER ADAPTED FOR THIS PROFITABLE CULTURE** than those parts of the Sahara Desert where the best export dates are produced. This favored region, though small in comparison with the vast arid areas of the Southwest, is nevertheless larger than any one Saharan oasis, probably equaling in extent all the oases in the western Sahara from Tripoli to Morocco, and is capable of producing all the dates consumed in America. Only the vast date plantations along the valley of the Shat-el-Arab, formed by the junction of the Tigris and Euphrates Rivers, near the head of the Persian Gulf, which furnish most of the great quantities of dates consumed in the United



Reservoir Scenes at Mecca

States, are comparable in extent with the irrigable portion of the Salton Basin.

“The study of the life history of the date palm has shown that in the Salton Basin the long hot summers, the very dry atmosphere, and **THE ALMOST COMPLETE ABSENCE OF RAIN DURING THE FLOWERING AND RIPENING SEASONS OF THE DATE PALM RENDER THE CLIMATE PARTICULARLY ADAPTED TO THE CULTURE OF THE CHOICE LATE-RIPENING SORTS, SUCH AS THE FAMOUS DEGLET NOOR. AT THE SAME TIME THE PRESENCE OF AN ABUNDANT SUPPLY OF WATER OF EXCELLENT QUALITY AND THE EXTREME FERTILITY OF THE SOIL RENDER THE CONDITIONS UNUSUALLY PROPITIOUS FOR THE ESTABLISHMENT OF THIS PROFITABLE FRUIT CULTURE.**” * * *

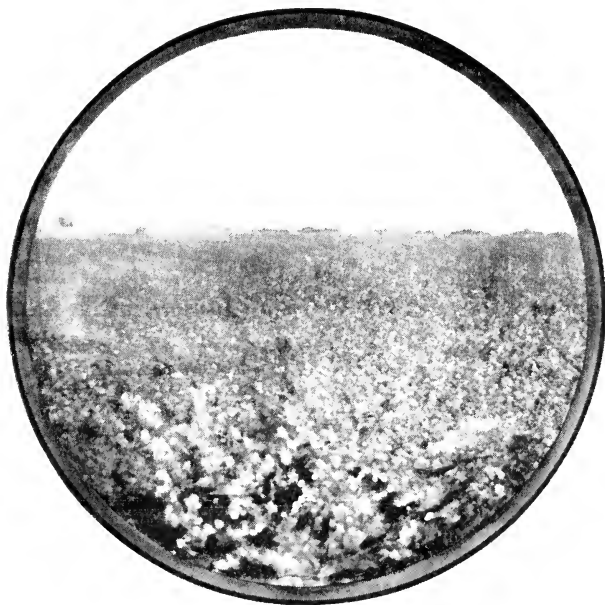
(a) “Since the above was written, an experimental date garden has been established in the Salton Basin at Mecca.” Page 122.

This bulletin on the culture of the date can be had by addressing the Superintendent of Documents, Washington, D. C. Price 20 cents.

Mr. Bernard G. Johnson, foreman of the U. S. Agricultural Experiment Station at Mecca, visited Algeria, Africa, last year, and spent some months in that country, making a special study of date culture. He has planted at Mecca, on his own land, the first commercial date garden in America with the palms he imported last year. He plans to go again this year for the purpose of making a much larger importation. **HE STATES THAT OVER 80 PER CENT OF ALL PALMS PLANTED AT MECCA IN THE EXPERIMENT STATION AND HIS OWN GARDEN ARE GROWING AND DOING BETTER THAN THEY DO IN AFRICA.**

BERRIES. Strawberries, dewberries, loganberries and other varieties have been planted in the gardens of various settlers, and invariably have proven very satisfactory. They ripen of course very early in the spring, and ultimately

no doubt, this class of fruit will be raised extensively by those who go in for market gardening and small fruit culture.



View of Thayer Bros. 55-acre Field of Alfalfa

LETTERS FROM MECCA SETTLERS

We have addressed a number of letters to some of the pioneer settlers in the vicinity of Mecca, and others who have had extensive experience in that section, requesting a short history of their experience in that country, and the replies are given below, with assurances that all of these parties are responsible, and that the statements contained therein are absolutely true.

Mecca, Cal., July 25, 1904.

Mecca Land Company,

Gentlemen: In answer to your letter, would say that we are certain that this section has many advantages.

It is the best place we know of for asthmatics, also those afflicted with kidney troubles, rheumatism, or malaria, all of which are cured or kept in check here, making life better worth the living.

We grew a single stool of barley of 762 straws, from a single tiny seed, thus illustrating the wonderful fertility of this soil. The abundance of water, always on tap, with no watertender to dole it out to you, makes it a pleasure to farm here. The sun shines nearly every day.

Poultry are a great success, especially turkeys, because of the dry climate.

Each succeeding crop grows ranker than the last, as the already rich soil responds readily to cultivation. We are well satisfied that we located here. Cheap land and plenty of water should induce homeseekers to make a pilgrimage to Mecca, and faith will come with investigation.

Yours truly,

BRAUCKMAN BROS.

Mecca, Cal., August 5, 1904.

Mecca Land Company,

Gentlemen: Answering your request, would say we came to the Valley two years ago from Boston, Mass., and had no previous experience in ranching. We bought 160 acres of land, and now have 55 acres in alfalfa; 7 acres in asparagus; 10 acres in cantaloupes, and 3 acres in grapes. The Valley having such a dry atmosphere is especially adapted to asparagus culture; it being free from rust and other diseases so common to it in other sections of the country.

The early spring, and immense supply of pure artesian water makes it an ideal country for alfalfa. We get eight to ten cuttings a year, each of which yields from one to one and one-half tons per acre. This is the finest stock feed to be found anywhere; our cows, hogs, and poultry fed on it, being in first-class condition.

We are highly pleased with our results, and know of no other place we could have done so well.

Yours truly,
THAYER BROS.

Mecca, Cal., August 1, 1904.

Mecca Land Company,

Gentlemen: In reply to your letter, would say that for anyone looking for a location and a home, where a quick and satisfactory profit can be realized, I know of no better place than the Coachella Valley. Five hundred and fifty crates of cantaloupes were marketed off of three acres of my land, netting me \$1.35 per crate. Climatic conditions are such that all products are on the market several weeks earlier than other localities, thus bringing a fancy price. The water is pure, and the climate healthful. To home seekers I say investigate, and I am sure you will be pleased as myself and many others have been.

Yours truly,
J. ALBERT POTTER.

Mecca, Cal., July 30, 1904.

Mecca Land Company,

Gentlemen: In answer to your request that I should give my "impressions of the valley," I will say that I came here nearly a year ago. I have found the climate exceedingly beneficial to my constitution. Being a soldier of the Civil War, I was troubled in the East with heart palpitation, shortness of breath, and extreme nervousness. I came here seeking the heavy, pure, dry atmosphere. The result was that I have been able to do more work than I had been able to perform in any equal length of time in thirty years. My brother, who is afflicted with asthma, has found it equally beneficial to him.

The soil here is very fertile, and our artesian water as pure and wholesome as can be found on the face of the earth.

Did time and space permit, I could fill quite a book with details, showing the many inducements and attractions this valley has to offer to all who are seeking either health, home or fortune.

Respectfully,
D. BOND.

Ontario, July 20, 1904.

Mecca Land Company,

Gentlemen: Answering your questions as to my opinion of the future of your valley, I will say that I was not very favorably impressed with it after my first and second visits there, but after having made frequent visits, and having seen your crops mature, my faith was so much strengthened in its bright future, that I secured 80 acres of land southeast of Mecca, and intend to develop it and plant it at once.

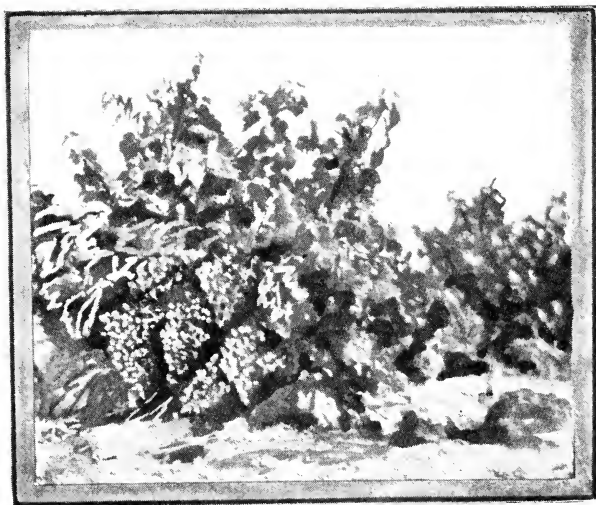
I recently overheard a conversation among fruit commission men who were just returning from your valley where they had been to buy early melons and grapes. They expressed the belief that the growers of early vegetables and fruits in your valley, had an unlimited market up to the period when you have made your heaviest shipments, and that without competition.

There can be no doubt but that our valley has a prosperous future before it. If my land nets me half per acre what the average has been per acre in the valley during the past two years, I will be more than satisfied.

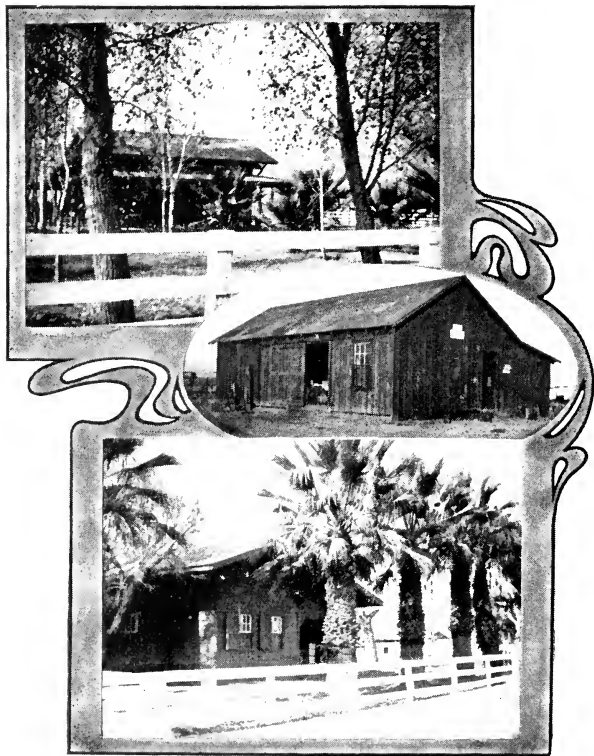
Very truly yours,

J. W. MILLS,

Superintendent Southern California Agricultural Experiment Sub-Station.



The above photograph is that of a one year old Malaga grape vine on the ranch of C. C. Abbey, which produced this year ten large bunches of grapes. Mr. Abbey has been a leader in the planting of grapes and received, from about three-fourths of an acre of Malaga grapes, this year a little over Seventy-five Dollars net. This, too, the first year after planting the vines. Where else can such a result be shown?



1. S. P. R. Agent's Residence at Mecca
2. First Store Building at Mecca
3. Railroad Section Foreman's Residence at Mecca.

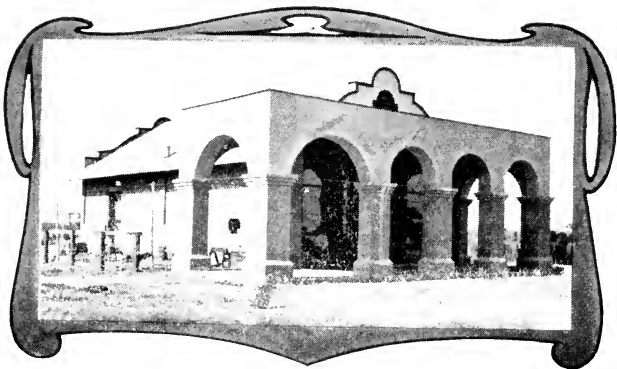
TOWNSITE OF MECCA. That the Mecca Land Company has faith in this country is evidenced by its expenditure of money in the development of the townsite. There is not less than from twenty to thirty thousand acres of the finest gardening soil in the United States tributary to this point, besides a very rich mineral country, lying to the north and east, and which is on the eve of great development.

Forty acres has been surveyed into town lots adjoining the Mecca Railroad Station. The corner lots have a frontage of forty feet, inside lots fifty feet, and all are 135 feet in depth. A domestic water system has been installed on the principal streets and the purest artesian water is piped to all lots offered for sale. The two main streets are 80 feet wide, others 60 feet, and special inducements are being made to those who will purchase property and improve same in accordance with the building restrictions. Villa lots in one, five, and ten acre tracts are also offered for sale within a half mile of the Railroad station.

The towns of Mecca, Thermal, Coachella and Indio are all on the main line of the Southern Pacific Railroad, and are connected by a telephone system.

Substantial buildings have been erected and building restrictions have been imposed upon all property offered for sale. The new store building, just completed, is built of solid concrete with cement floors. On the front, a fine shaded porch ten feet wide, with its mission arches and columns, gives invitation at the rest hour. It is called the "Bazaar" and as its name implies is an emporium where all kinds of merchandise is kept for sale.

The south wing of a liberally planned hotel, "THE CARAVANSARY," has also been constructed, and is a model of adobe construction. It contains a dining room, 18x22 feet with handsome fireplace and window seats, parlor, kitchen, lavatory, pantries and other rooms. The broad piazzas, dining room, and kitchen are like the store in having cement floors, and a



"The Bazaar"—The New Store at Mecca

broad flat roof from $2\frac{1}{2}$ to 5 feet above the ceilings with ample ventilation makes it a very cool and pleasant structure. Realizing that seekers after health are among our very best colonists in California, special provision for the comfort of those who need a pure, dry atmosphere is being prepared. A number of tent-houses will be built on the hotel grounds for sleeping accommodations. Although the Mecca Land Company is offering the hotel property, which occupies one of the best corners in the town for sale, this plan will not be interfered with.

GOOD OPENINGS ARE BEING DEVELOPED FOR A HARDWARE STORE, LUMBER YARD, IMPLEMENT AGENCY, MEAT MARKET, BLACKSMITH SHOP, and OTHER PIONEER BUSINESSES.

This section of the country is destined to be divided into very small farms, the largest probably not exceeding from 10 to 40 acres. Those who have succeeded best are those who have improved small tracts of land. Ten acres of land devoted to fruit, melons and garden truck will keep one man very busy.

A few carpenters, plasterers, brick masons and other mechanics who are inclined to go into the country, and who have a taste for gardening could find plenty of employment at their trade during the slack season, as such help is exceedingly scarce in the valley. Farmers who have teams can earn good wages working on non-resident claim-holders' places whenever able to leave their own work for a few days. During the melon and fruit season there is work for every man, woman and child in the valley and families often earn from \$5.00 to \$15.00 per day in this way. More farm laborers are wanted and good men can earn from \$35.00 to \$50.00 per month besides their board.

ROADS. The roads so far constructed in the valley are built upon novel lines, in this, that instead of building them with a crown to shed the water, they are made in the form of two parallel ditches about five feet wide and a few inches deep. These are irrigated alternately and after drying out sufficiently, form a most comfortable surface for driving over.

ICE PLANT. A corporation was recently organized to construct an ice and cold storage plant and creamery in the valley, and before next summer it will be in operation.

SCHOOLS. A new school building was built last year and a good graded school is maintained in the town of Mecca.

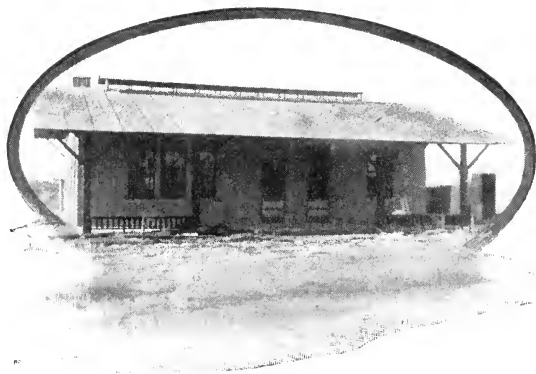
There is another school building at the village of Thermal, six miles northwest of Mecca, and within a year or two there will be another district created southwest of these two points.

The people who are settling up the country are a well educated, and of a highly moral class.

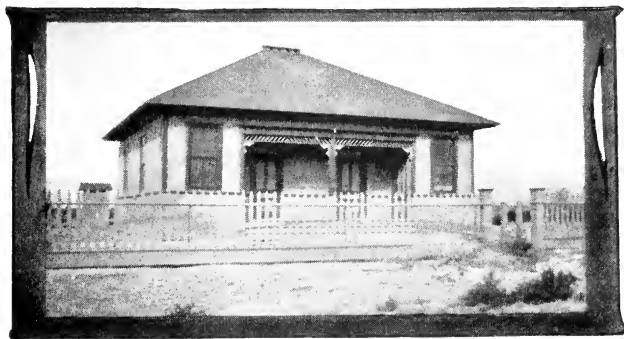
Riverside County is justly famous in the State of California for the high moral status of its citizens and for many years past this county has been, and doubtless will continue to be, known as a "Prohibition County." No license for the sale of intoxicating liquors is issued within this county, and in addition, as a matter of business policy, the owners of the townsite of Mecca insert



The First Hotel at Mecca



"The Caravansary"—New Hotel at Mecca



Public School House at Mecca

clauses in all deeds which is intended to forever prevent the sale of intoxicating liquors within its boundaries.

HEALTH RESORT. Mecca is destined to become a famous winter resort as it lies just on the edge of the Colorado Desert, and the dry climate affords great relief to persons suffering from all pulmonary and asthmatic diseases. Although hundreds came here primarily for their health, there is not a doctor in the valley. Frank Pixtley wrote of this valley years ago and said: "IN THE HEART OF THE COLORADO DESERT THERE IS AN OASIS, WHICH IN OUR OPINION IS THE SANITARIUM OF THE EARTH." HERE YOU ARE ASSURED OF LITTLE RAIN, NO FOG, CONSTANT SUNSHINE, AND EVEN DURING THE HOT DAYS OF SUMMER THE NIGHTS ARE COOL AND YOU CAN GET TO THE MOUNTAINS OR SEA COAST IN A FEW HOURS.

The late E. McD. Johnstone, in his inimitable "West by South," says of this section:

“Under the shoulder of San Jacinto there lies a country that some of these days will be looked upon as a wonder in this land of wonders. It lies in such a position, and is in every way so picturesquely and beautifully environed as to warrant the prediction that it will one day become the greatest sanatorium in America.”

And Enock Knight, in the “Christian Register,” says: “There is no spot on earth where an invalid can have so much sunshine and warmth as he can have here, by making his winter sojourn along the rim of the Colorado Desert. It is a region little known to the outside world. It is a low level where the lungs are filled without effort. Here one can bask, if not actually ‘bake, in the sun the winter long.’”

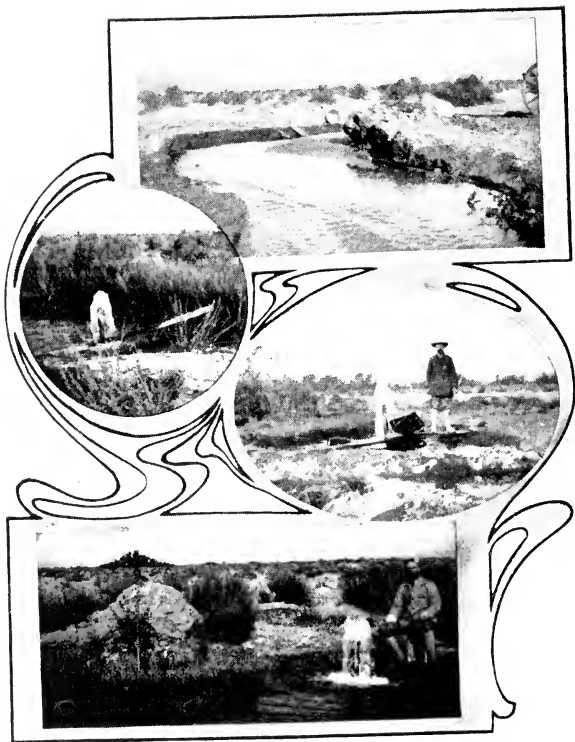
The average annual rain fall for years past at Mecca has been a little less than one inch. Because of the desert environment, the warm temperature during the winter months, total absence of humidity, and constant sunshine, many physicians are recommending patients to seek conditions found here. The ability to secure a greater amount of oxygen for a lesser quantity of air at or below sea level has been found to be of very great benefit to many persons who are seeking relief from the higher altitudes in the West and the winter climate of the northern and eastern states.

As an illustration of the possibilities of this section as a winter health resort, the writer was surprised to learn recently of a number of large hotels which have been built at Biskra, which is in Algiers, Africa, about 300 miles south of the Mediterranean Sea, and just on the borders of the Sahara Desert. Hundreds of sufferers from all over Europe spend their winters there because of the absence of rain and damp weather. People who are sufferers from pulmonary troubles will eventually learn that this climate will afford them greater relief and comfort during the winter months than they can possibly secure at any of the California resorts on the western slope of the Sierras or elsewhere within the United States.

FIRST IMPRESSIONS. Strangers, and especially those coming from the eastern states, are liable to draw imaginary pictures of a new community, and a country just opened up for development such as has been described herein. Deception always brings disappointment and disaster. There are no statements of fact or representations made in this booklet, which can not be verified, but do not come to Mecca expecting to find a city with rows of homes and stately business blocks. Do not come expecting to find all of the views pictured herein within a stone's throw of the railroad depot, and **DO NOT THINK THAT THERE IS NOTHING ELSE TO BE SEEN OR DESCRIBED** other than that which has been. The alfalfa fields on the Sternberg place, and the splendid farms of Messrs. Harris, Brauckman, Francis, Leap, Covington, McGill, Bond, and others could furnish many illustrations of equal merit to those we have secured.

Lots in the townsite of Mecca have just been put on the market and all that has been accomplished there has been done in the year of 1904.

The early history of the cities of Riverside, Redlands, Long Beach, Pasadena and many other towns of Southern California promised less in many respects than that of Mecca. The Coachella Valley is destined to be the most famous early market gardening section in the United States. Within a few years the Pala Verde country, the Yuma country, and the Imperial country will be settled and a new empire established between the Colorado River and the San Bernardino Mountains. New counties will be formed, new centers of population built up, and by reason of her abundant water supply, her close proximity to the mining country on the north, the immense acreage of arable lands to the east, south and west, and her many other advantages, **THERE IS ASSURANCE OF A GREAT FUTURE FOR THIS NEW CITY ON THE SITE OF THE ANCIENT SEA, THIS OASIS ON THE RIM OF THE DESERT, MECCA.**



ARTESIAN WELLS NEAR MECCA

- | | |
|------------------|-----------------------------|
| 1. C. B. Smith's | 3. D. Bond's |
| 2. M. H. Flint's | 4. U. S. Experiment Station |

FARM LANDS. The Mecca Land Company is not only the owner of land in this vicinity, but acts as the agent for non-resident owners in making improvements and selling lands. Several non-resident owners of desert land entries are offering to sell a relinquishment to a part of their holdings and at very reasonable figures, to those who will make improvements. These can be had for from \$2.50 per acre and upward.

The first subdivision of farm land to be offered by the Company is in section 16, which lies one mile east of Mecca, near the center of which the UNITED STATES DEPARTMENT OF AGRICULTURE HAS RECENTLY ESTABLISHED UNDER THE DIRECTION OF PROFESSOR A. V. STUBENRAUCH, AN EXPERIMENT STATION AND DATE PALM GARDEN. This Station has already been granted an appropriation of \$5,000.00 by Congress, and as the land with the artesian well on it was given by the Mecca Land Company to the Government without cost, this amount of money has been expended in making improvements. THE GARDEN HAS BEEN ESTABLISHED FOR THE PURPOSE OF TESTING THE DIFFERENT VARIETIES OF COMMERCIAL DATES, FIGS, GRAPES, MELONS, AND OTHER FRUITS, AND WILL UNDOUBTEDLY BE THE GREATEST HORTICULTURAL ATTRACTION UNDER GOVERNMENT AUSPICES IN THE GREAT SOUTHWEST. The land in this section will be sold in tracts as small as ten acres each, and those who acquire property in this location have the assurance THAT THEY ARE BUYING RIGHT, AS THE SOIL AND WATER WERE SUBJECTED TO VERY SEARCHING EXAMINATION BY THE FEDERAL AUTHORITIES BEFORE THE LOCATION WAS DECIDED UPON. An analysis of soil and water is set forth herein on pages 7 and 10.

TERMS. The Mecca Land Co. will contract to sell land on receipt of one-fifth of the purchase price, the balance to be payable in four equal yearly installments with interest at 7 per cent net on deferred payments. Men and women

For a limited number of persons who wish to secure a home in the country and are not quite ready to make the change, a special plan and contract has been devised whereby they can select a tract of 10 or 20 acres (or have it selected by others), **MAKE A SMALL PAYMENT DOWN AND THEREAFTER REMIT MONTHLY INSTALLMENTS UNTIL THEY HAVE THEIR HOME PAID FOR.**

Actual settlers, however, are preferred. Men and women who will co-operate in developing this agricultural mine of wealth are wanted and practical assistance will be accorded people of industry and integrity. **WE HAVE GOOD AIR, GOOD SOIL, GOOD WATER, GOOD SCHOOLS, GOOD RAILROAD ACCOMMODATIONS, AND A CLIMATE WHERE SICKNESS IS PRACTICALLY UNKNOWN. COME AND TALK WITH THE PEOPLE WHO ARE LIVING HERE.** Excursions from points in Southern California will be arranged. **CONSIDER WHAT SUCH LAND, AS IS HEREIN DESCRIBED, IS REALLY WORTH.** You can buy the choicest and best land for less than it will produce the first year now. A very little will make you a living—more will make you rich. If you are interested, write

MECCA LAND CO., MECCA, CAL.

The people who have settled in this valley are enthusiastic over its prospects and loyal to its interests.

A promotion committee has been formed by the residents of Mecca and vicinity, and anyone who is interested in knowing more about this section is urged to write and ask for any information desired. The secretary and members generally will consider it a pleasure to respond to inquiries regarding the climate, products, soil, water supply, or any other subject that prospective home seekers wish to be informed of.

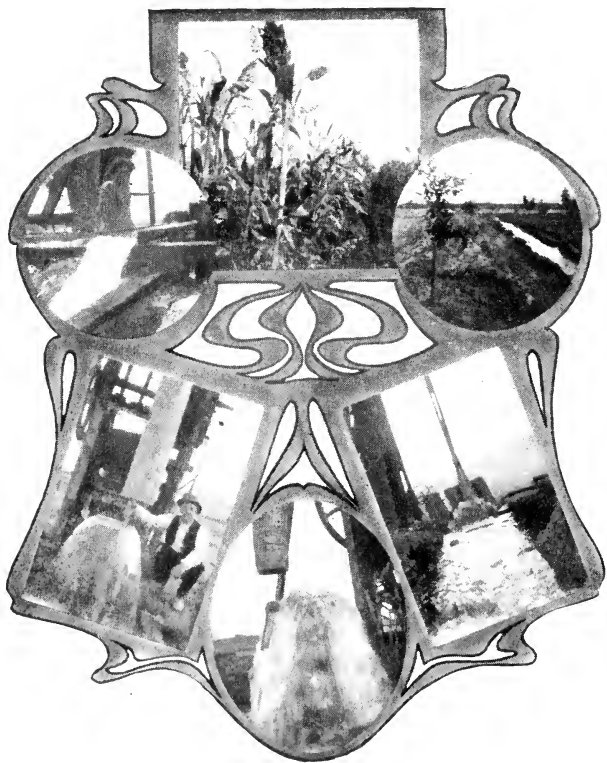
Address—

*H. J. ROGERS,
Secretary Mecca Promotion Committee,
Mecca, California.*

Partial List of Members

P. O. ADDRESS—MECCA

C. R. Harris,	R. B. Thayer,	F. H. Thayer,
E. Brauckman,	E. L. Hill,	D. A. Leap,
H. J. Sternberg,	J. V. Date,	H. J. Rogers,
C. Brauckman,	B. G. Johnson,	D. Bond,
J. A. Potter,	E. A. Francis,	J. F. Manning.



Views of Wells, Egyptian Corn and Orange Trees on the
Ranches of the Evans-Peters Syndicate near Mecca

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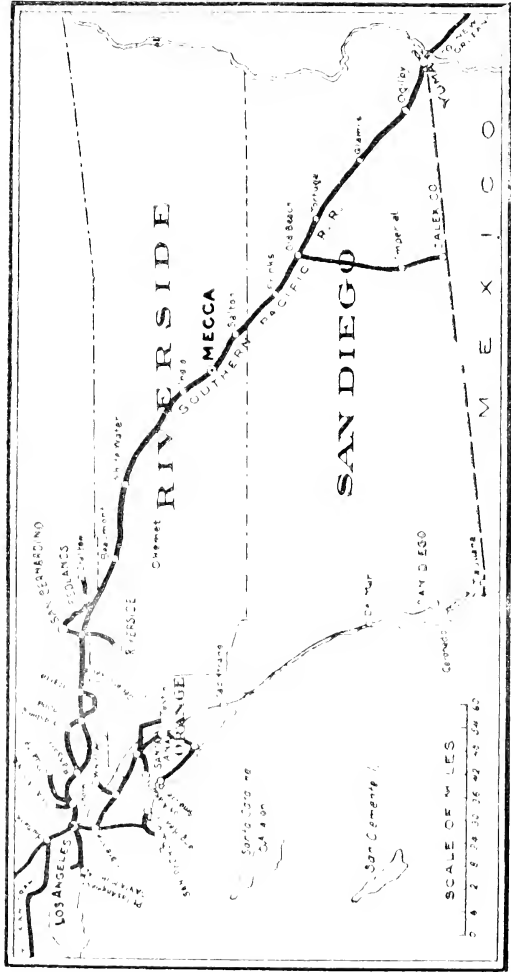
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